

Name \_\_\_\_\_ Date \_\_\_\_\_

## Lesson 1 in Media Manipulation (Persuasion)

Notes to go with *Media Images* PowerPoint

\_\_\_\_\_ makes the world go round.

Every commercial, every “so called” documentary on the Discovery Channel, everything you read online, and even your nightly news broadcast is a business.

The goal of a business is to \_\_\_\_\_ and to \_\_\_\_\_.

Money is obtained when we, the \_\_\_\_\_, buy, watch, listen to, agree with, or are outraged with whatever the \_\_\_\_\_ is selling.

The media doesn't only sell toys, clothes, headphones, movies, and the latest gadgets; they sell \_\_\_\_\_ as well. If you, the consumer, believe their ideas because of the way they make their statements seem \_\_\_\_\_, then you are likely to act, buy, and \_\_\_\_\_ the way they want you to.

The media will \_\_\_\_\_ and \_\_\_\_\_ **ANYTHING** to get your attention.

\_\_\_\_\_ - A contemporary term for a form of \_\_\_\_\_ that relies on \_\_\_\_\_ methods of persuasion. Used in politics, business, and elsewhere; spin is often characterized by \_\_\_\_\_, inaccuracies, \_\_\_\_\_, and excessively emotional \_\_\_\_\_.

\_\_\_\_\_ and \_\_\_\_\_ are two synonyms for spin.

\_\_\_\_\_ - the creator's \_\_\_\_\_ towards their  
\_\_\_\_\_ (just like author's purpose)

-What the creator wants their audience to believe

Agenda is accomplished using \_\_\_\_\_ tactics: slander, spin, specious statements, half-truths, positive and negative connotative verbs, image \_\_\_\_\_, and etc....

On the 7<sup>th</sup> grade Reading STAAR, you will get an image of some sort where you will most likely be asked the following:

- Purpose (author's or creator's)
- Tactics of manipulation

(Does the author/ creator use humor, irony, \_\_\_\_\_ lighting, bright \_\_\_\_\_, grabbing texts.....What devices do they use to \_\_\_\_\_ you?)

This image could come to you on the STAAR in the form of...

- A \_\_\_\_\_ with a caption
- A print \_\_\_\_\_
- A \_\_\_\_\_ cover
- A \_\_\_\_\_
- \_\_\_\_\_ propaganda
- **Informative images:**
  - charts
  - diagrams
  - graphs
  - any sort of data

The purpose will be to \_\_\_\_\_.

\_\_\_\_\_ is considered the art of manipulation.

Did you know that \_\_\_\_\_ are considered the easiest and most gullible target for marketing strategies?

Fill in the chart below for the PowerPoint slides that follow. The slides are numbered.

Name or describe image	Supposed Creator	Intended Audience	Manipulation Tactics
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			

I'm not saying that these are always trustworthy types of media, but if asked (and you might be on your STAAR), go with this:

**.gov** (mostly direct, unslanted data; will never claim an \_\_\_\_\_, but might \_\_\_\_\_ information that is not in a good light)

**.edu** (scholarly data; high Lexile ability; linked to universities, which are businesses; can omit information as well)

**.org** (can have an agenda, yet \_\_\_\_\_ about their individual \_\_\_\_\_)

**.net** (can have an agenda, can be anyone that is \_\_\_\_\_ to a service)

**.com** (can have an agenda, can be \_\_\_\_\_ writing anything)

So, again...

- **Government data** (Most trustworthy)
- **Scholarly journals and databases**
- Newspaper articles
- Newspaper editorials/ Nightly news
- Yahoo answers (Least trustworthy)
- Facebook/ Your BFF who heard on \_\_\_\_\_ ... (Why do you even consider this as valid?)

### What about trusting your own brain!

- \_\_\_\_\_ it and feed it from \_\_\_\_\_ sources (\_\_\_\_\_ each source)
- THINK about who or what \_\_\_\_\_ if you believe what is being sold to you .
- DECIDE how they are trying to manipulate you.
- USE \_\_\_\_\_, common sense
- **NEVER** \_\_\_\_\_ your brain!